max BONUS
Excite the Room...

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1 INTRODUCTION

Welcome to Maxgaming's exciting rewards facility, MaxBonus – a system that rewards players without the need for dedicated loyalty hardware or player cards.

This document has been created to assist you in the creation and operation of your MaxBonus promotions. If you require further assistance please contact the Maxgaming Help Desk:

1800 700 116

2 REGULATORY REQUIREMENTS

MaxBonus has been approved by the QOGR under the *Charitable and Non-Profit Gaming Act 1999.* Under this Act use of the MaxBonus facility must comply with the guidelines as set out in 'Your Guide to Category 4 Promotional Games' - published by QOGR. A copy of these guidelines is included in this user guide.

A major part of compliance is to advertise the Terms and Conditions of each current promotion and to ensure they are displayed in a highly-visible area in your gaming room (i.e. Cashier's Booth or the entry to the gaming room). This will give your patron's the best possible chance to be aware of each and every promotion run by your venue.

To assist your venue in compliance with the guidelines you will find a completed example of the Terms and Conditions sheet along with a blank sheet for your future use.

3 KEY ELEMENTS

The key features of MaxBonus are:

- MaxBonus is part of Wildcat and runs from the Floor View function.
- Any machine in play can win the MaxBonus prize - no loyalty card is required to be inserted (but the machine must be played during the promotion to take part in the promotion).
- The ticket will print to the printer that is connected to the Management PC where the application is running.
- MaxBonus is a new icon and is run from the existing Floor View module in Wildcat
- Only one MaxBonus promotion can be run at any one time.
- You can personalise MaxBonus by creating a name any MaxBonus promotion.
- The prize to be allocated for each ticket generation e.g. Cup of coffee, 5 loyalty points, Free Bistro Meal to value of $6.95 is created by the site. This description will print on the ticket.
- Each MaxBonus ticket is given a unique number and ticket generation is logged to the Cougar database.
- MaxBonus supports both QCOM and DUCMS EGMs.
- MaxBonus promotions may be enabled by floor, bank or position.

4 PROMOTION TRIGGER CRITERIA

There are three ways MaxBonus can be configured to trigger a prize ticket:

- **Wins Based**
  A prize will be awarded every time there is a drop of ***x*** dollars or more on a machine.

- **Number During Period**
  X prizes will be randomly awarded to a machine in play every ***y*** hours.

- **Timed Prize**
  A prize will be randomly awarded to a machine in play every ***x*** minutes.

- **Operator Initiated Draw**
  A prize will be randomly awarded whenever the operator presses the 'award prize' button. This trigger can be run in conjunction with the other 3 trigger methods described above.

5 FLOOR VIEW INTERACTION

MaxBonus is configured using a new icon created in Floor View. Clicking on the icon displays the configuration screen that allows the user to set up the following criteria:

- The promotion name (this will print on the ticket)
- The trigger mechanism and parameters
- The prize detail
- Ticket printer configuration
- Ticket Expiry (either None, for day of issue or for a number of days after ticket generation)
- The audible alert that is to be played on ticket generation
- Machine Disable/Enable option and Machine Disable message
- The EGM banks that are running the current MaxBonus promotion.

On prize award the following will occur in Floor View:

- Ticket will print
- Audible alert will sound (if configured)
- Screen will flash MaxBonus logo
- EGM serial number and Location will appear in microhelp (information bar at the bottom left of the screen).

6 EGM INTERACTION

On prize award one of the following will occur at the winning EGM depending on user preference:

- No action

- Disable EGM using system award lockup with fanfare and message for configurable time e.g.10 seconds, machine then automatically enables.

- Disable EGM using system award lockup with fanfare and message then machine can be manually enabled (via key turn or Floor View enable).

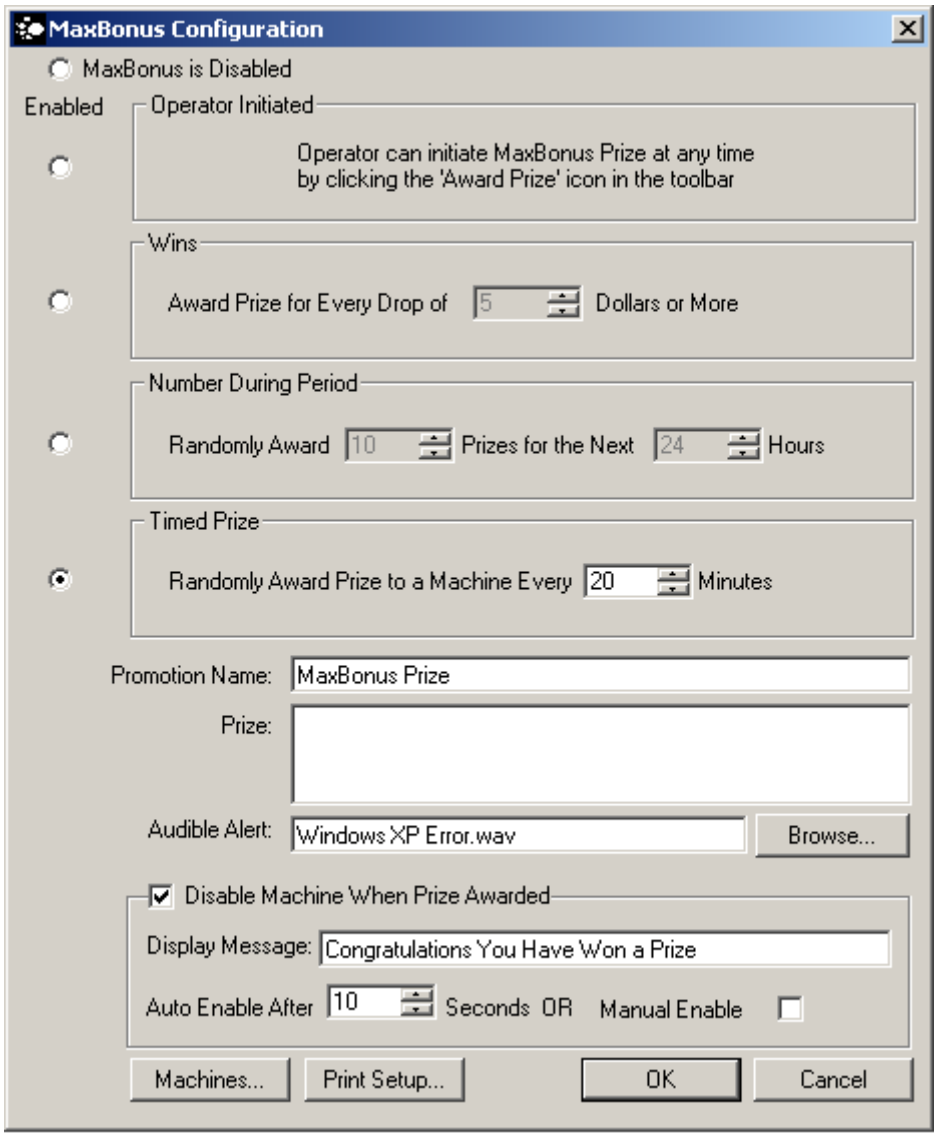
- If configured, a message will be sent to a designated pager alerting the staff member on duty that a MaxBonus Prize has been awarded (this is set in the Pager Messages section in Promotions. Event 10687 - MaxBonus Ticket Won).

7 CONFIGURATION SCREEN

MaxBonus will only work if the Floor View section of Wildcat is open and MaxBonus is enabled.

If Floor View is closed and re-opened on the same computer, MaxBonus will remember it was running and restart automatically.

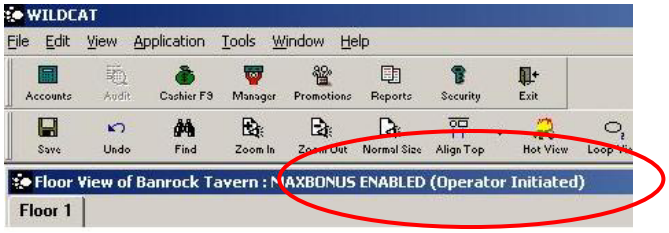
Below is an example of the MaxBonus configuration screen.


MaxBonus Configuration
MaxBonus is Disabled
Enabled
Operator Initiated
Operator can initiate MaxBonus Prize at any time
by clicking the 'Award Prize' icon in the toolbar
Wins
Award Prize for Every Drop of 5 Dollars or More
Number During Period
Randomly Award 10 Prizes for the Next 24 Hours
Timed Prize
Randomly Award Prize to a Machine Every 20 Minutes
Promotion Name: MaxBonus Prize
Prize:
Audible Alert: Windows XP Error.wav
Browse...
Disable Machine When Prize Awarded
Display Message: Congratulations You Have Won a Prize
Auto Enable After 10 Seconds OR Manual Enable
Machines...
Print Setup...
OK
Cancel

In this example a timed prize is selected where every 20 minutes MaxBonus will select a machine being played and print a prize ticket.

PLEASE NOTE: If any changes are made during the promotion it will start the promotion again. E.g. if a time based promotion is set to run for 30 minutes and after 20 minutes the user changes the prize name, this will be treated as a new promotion and will restart the timing at 30 minutes.

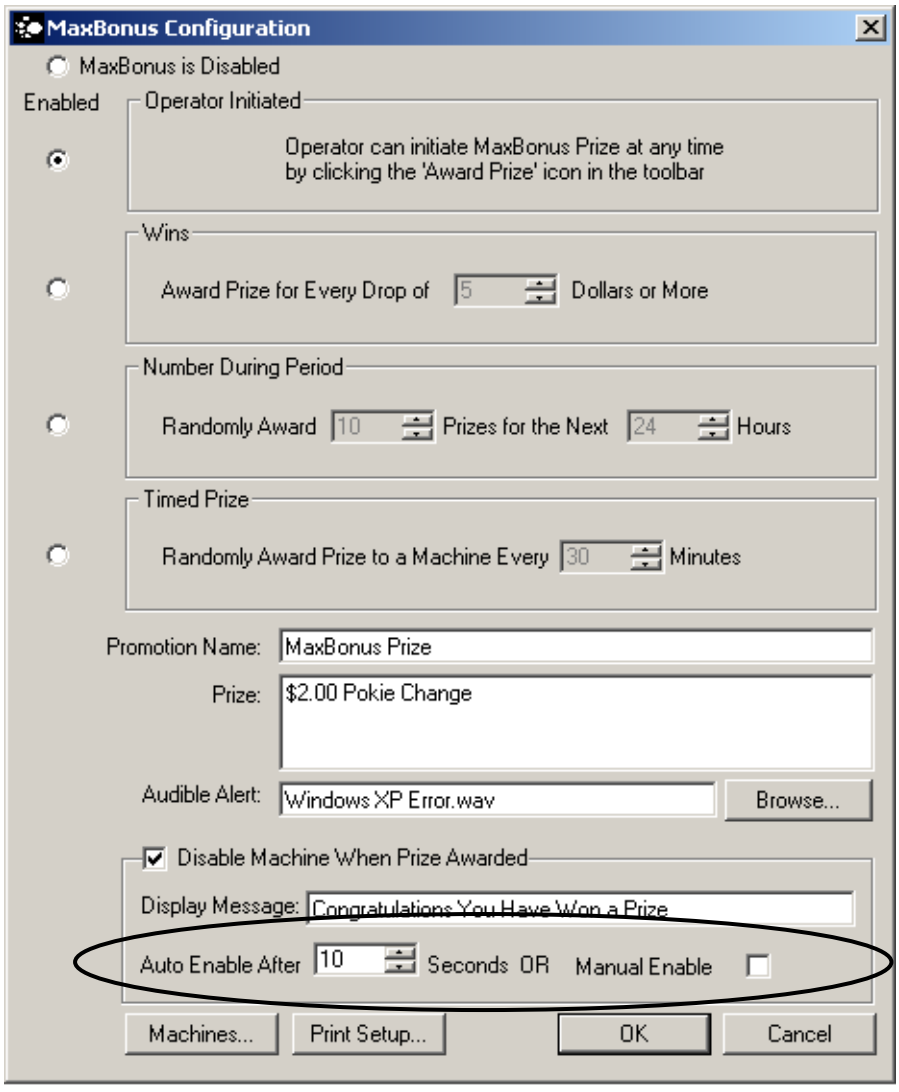
When MaxBonus is running a promotion, it will show in the top left bar of the Floor View Screen (as shown below).


WILDCAT
File Edit View Application Tools Window Help
Accounts Audit Cashier F9 Manager Promotions Reports Security Exit
Save Undo Find Zoom In Zoom Out Normal Size Align Top Hot View
Floor View of Banrock Tavern : MAXBONUS ENABLED (Operator Initiated)
Floor 1

8 AUTO ENABLE VS MANUAL ENABLE

There are two choices to resetting an EGM where a MaxBonus prize has been awarded. If a set time has been entered into the AUTO ENABLE field, the machine will automatically reset once the duration has been reached.

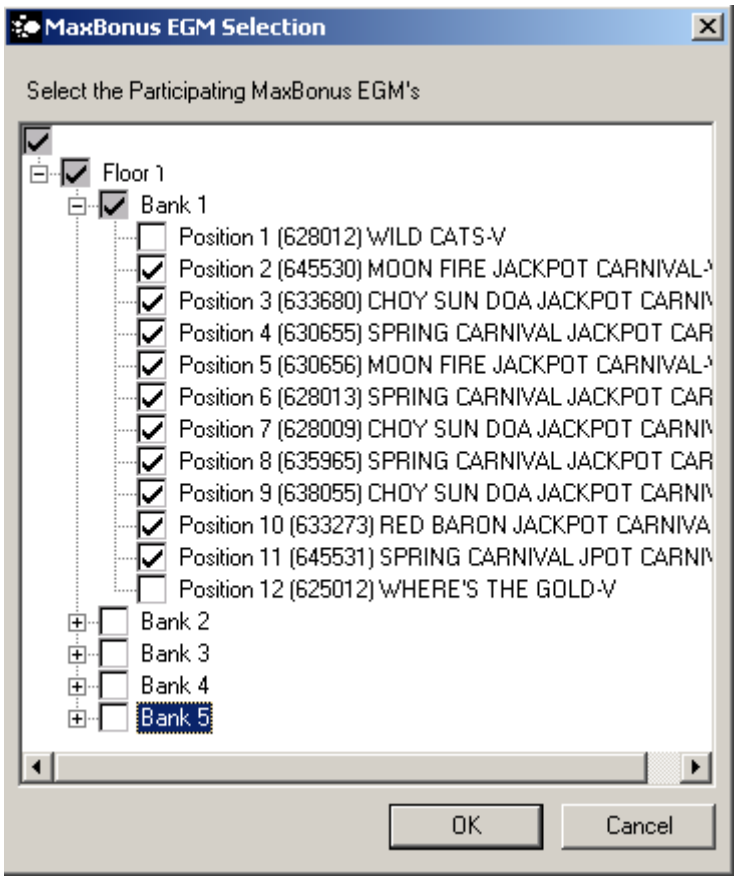
If the MANUAL ENABLE box has been ticked then the attendant can either turn the Reset Key at the EGM or re-enable the machine through the Floor View (right click on the machine in question).


MaxBonus Configuration
MaxBonus is Disabled
Enabled
Operator Initiated
Operator can initiate MaxBonus Prize at any time by clicking the 'Award Prize' icon in the toolbar
Wins
Award Prize for Every Drop of 5 Dollars or More
Number During Period
Randomly Award 10 Prizes for the Next 24 Hours
Timed Prize
Randomly Award Prize to a Machine Every 30 Minutes
Promotion Name: MaxBonus Prize
Prize: $2.00 Pokie Change
Audible Alert: Windows XP Error.wav
Browse...
Disable Machine When Prize Awarded
Display Message: Congratulations You Have Won a Prize
Auto Enable After 10 Seconds OR Manual Enable
Machines...
Print Setup...
OK
Cancel

9 MACHINE SELECTION

MaxBonus defaults to generating tickets on the whole gaming floor. However if you would like to run a prize draw on selected machines or banks of machines this is available via the machines button (in the MaxBonus setup screen).

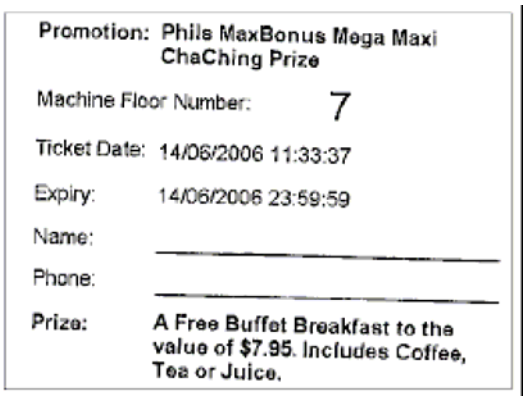
The screen shown below will be displayed. This will allow for whole site, bank or specific machines to be selected for the draw.


MaxBonus EGM Selection
Select the Participating MaxBonus EGM's
Floor 1
Bank 1
Position 1 (628012) WILD CATS-V
Position 2 (645530) MOON FIRE JACKPOT CARNIVAL-
Position 3 (633680) CHOY SUN DOA JACKPOT CARNI
Position 4 (630655) SPRING CARNIVAL JACKPOT CAR
Position 5 (630656) MOON FIRE JACKPOT CARNIVAL-
Position 6 (628013) SPRING CARNIVAL JACKPOT CAR
Position 7 (628009) CHOY SUN DOA JACKPOT CARNI
Position 8 (635965) SPRING CARNIVAL JACKPOT CAR
Position 9 (638055) CHOY SUN DOA JACKPOT CARNI
Position 10 (633273) RED BARON JACKPOT CARNIVA
Position 11 (645531) SPRING CARNIVAL JPOT CARNI
Position 12 (625012) WHERE'S THE GOLD-V
Bank 2
Bank 3
Bank 4
Bank 5
OK
Cancel

Please note that regulations may not allow venues to encourage play on certain machines over other machines available on site. For clarification, please contact the office of Liquor & Gaming Regulation (OLGR).

10 TICKET LAYOUT

Ticket Layout is as follows:


Promotion: Phils MaxBonus Mega Maxi ChaChing Prize
Machine Floor Number: 7
Ticket Date: 14/06/2006 11:33:37
Expiry: 14/06/2006 23:59:59
Name:
Phone:
Prize: A Free Buffet Breakfast to the value of $7.95. Includes Coffee, Tea or Juice.

The ticket layout is configured through the MaxBonus Print Setup button (found in the MaxBonus setup screen).

The ticket layout options enable you to:

- Select which printer MaxBonus will print to (this can be the same printer as Cashier or any printer connected to the Management PC – it *can* be a networked printer).
- The Print Name field is optional. If this is ticked the ticket will show a section where the patron can write their name. It is envisaged that this would be used if the ticket is placed into a subsequent draw.
- The Patron Phone Number field is also optional. If this is ticked the ticket will show a section where the patron can write their name. It is envisaged that this would be used if the ticket is placed into a subsequent draw.
- Expiry Date is optional and gives the facility to issue tickets only valid on day of issue or for a number of days after the draw. The maximum has been set at 90 days. This expiration date is to be policed by the venue.

11 SITE OPERATIONAL REQUIREMENTS

Listed below are suggested operational requirements for sites utilising the MaxBonus facility.

11.1 ADVERTISING

As well as compliance with the Charitable and Non-Profit Gaming Act 1999, all venues are to make it common knowledge to patrons that they are playing for prize tickets when MaxBonus is enabled.

Mechanisms for general advertising of promotions are at the venues discretion. Suggested examples are:

- Promotional posters displayed only within the Gaming Area;
- Gaming staff verbally advising patrons;
- Wobblers attached to participating machines.

11.2 TICKET COLLECTION

The ticket printer must not be located in an area available to the general public. This will help maintain the integrity of the awarding of tickets. It is envisaged that the printer will be attached to the Management PC located within the cashier area.

The prize ticket should be handed to the winning patron as soon as practically allowable.

Where this prize ticket is then entered into a draw with other tickets the patron's name and optional phone or other uniquely identifying number e.g. Membership number must be written on the ticket.

11.3 TICKET DISPUTES

It is the sites responsibility to ensure that the correct patron is issued the correct ticket. The use of the EGM lockup facility is seen as a useful tool in ensuring that a patron stays at the EGM while waiting for a prize ticket.

Where there is a printer error or paper out fault a ticket will not be generated. In these instances sites should run the MaxBonus Detail report that will list all prize tickets recorded by the system in the order they were printed.

Where a ticket cannot be located and the site staff can verify that a particular patron was playing the affected EGM when the prize ticket was generated, the patron should be given that prize.

11.4 PRIZE WALK-AWAYS

A prize walk away occurs when a ticket has been produced by the system and a corresponding patron cannot be located to claim the prize.

In the event of a walk away the prize and ticket should be held for at least the time of the end of the prize draw period. If the patron presents themselves as the winner of the prize before the end of the draw and can be verified as the legitimate owner the prize should be given to the patron.

If the ticket/prize is not claimed before the end of the draw period the prize should be either:

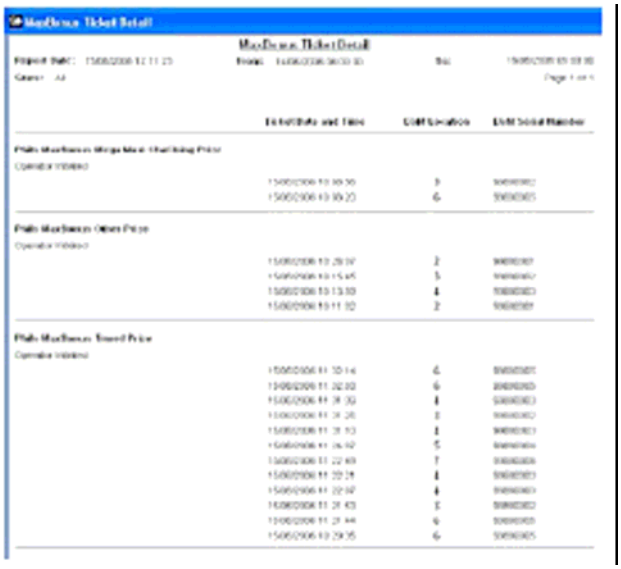
- redrawn using other qualifying tickets as entrants
- the prize should be used in a subsequent promotion

12 REPORTS

12.1 MAXBONUS DETAIL REPORT.

A detailed ticket report can be generated via the Wildcat Reports module listing all printed tickets. Please note that the information in this report is held for only 35 days. The system will automatically purge any data older than this period. If you require a longer period of data retention, please contact your Maxgaming Business Manager.

The report groups the tickets by promotion and by trigger methods. Sort order is newest ticket first. An example of the report is shown below.



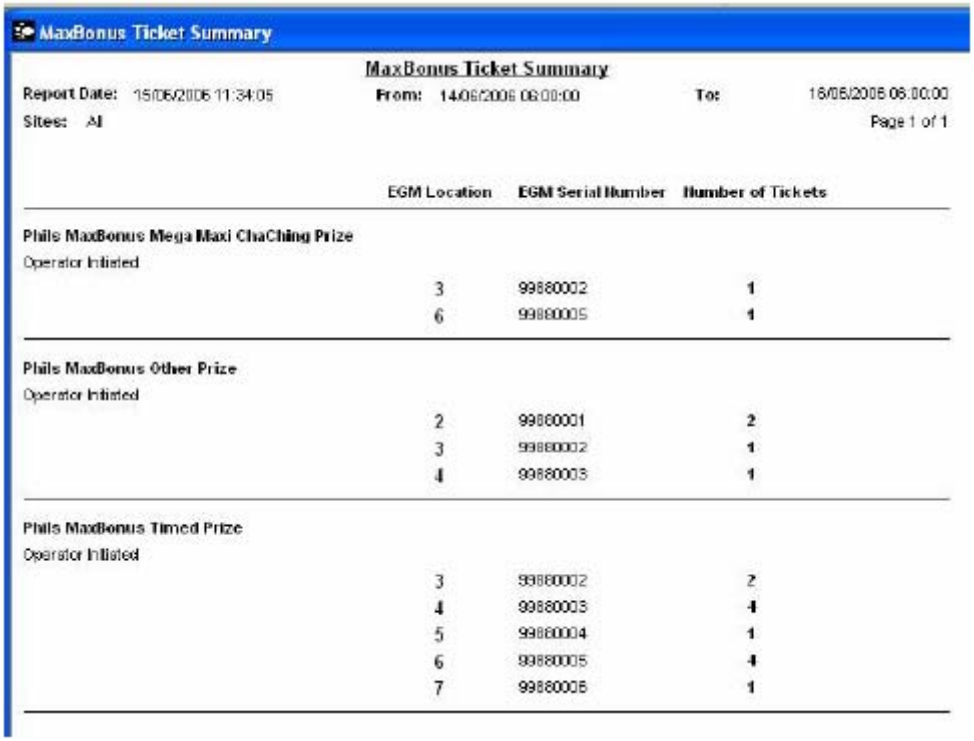
12.2 REPRINT FACILITY

A left click on the 'Ticket Date and Time' will give a re-print option and print a copy of the original ticket. A confirmation box appears to add a level of assurance that tickets aren't reprinted by mistake.

12.3 SUMMARY REPORT

The Summary report shows how many times each EGM produced a voucher based on a time parameter entered at the time of report generation.

Please note that the information in this report is held for only 35 days. The system will automatically purge any data older than this period. If you require a longer period of data retention, please contact your Maxgaming Business Manager.


MaxBonus Ticket Summary

MaxBonus Ticket Summary

Report Date: 15/06/2006 11:34:05 From: 14/06/2006 06:00:00 To: 16/06/2006 06:00:00

Sites: All Page 1 of 1

	EGM Location	EGM Serial Number	Number of Tickets
Phils MaxBonus Mega Maxi ChaChing Prize			
Operator Initiated			
	3	99880002	1
	6	99880005	1
Phils MaxBonus Other Prize			
Operator Initiated			
	2	99880001	2
	3	99880002	1
	4	99880003	1
Phils MaxBonus Timed Prize			
Operator Initiated			
	3	99880002	2
	4	99880003	4
	5	99880004	1
	6	99880005	4
	7	99880006	1

13 DISCLAIMER

Maxgaming has provided this user guide as a procedural point of reference for venues using the MaxBonus facility. The venue has the final decision regarding all instances of ticket dispute or complaint involving the prize ticket printing facility. Please refer to your master Maxgaming agreement to see full terms of reporting software licence conditions in respect to liability and loss.

14 ADDITIONAL INFORMATION

The following pages show examples of the Terms and Conditions and also a copy of the Guidelines for Promotions.

max BONUS

Terms and Conditions

Promotion Name..COOL CHANGE.....

Conducted by (Venue name) BLACK STUMP HOTEL...

Entry Criteria..$5 WIN ON A SPIN.....

Description of Prize/s.....

1 FREE DRINK FOR EACH TICKET....

.....

Closing Date/Time FRI 1 SEPT 2006 2pm

Order of Prize Draw..N/A.....

Winners will be notified by..TICKET PRESENTATION

Publication of Results ○ Yes ✓ No

Prize will Jackpot if Unclaimed ○ Yes ✓ No

This promotion involves an elimination Round ○ Yes ✓ No

Winner must be present at time of Draw ✓ Yes ○ No

Queensland Government
Treasury

Charitable and Non-Profit Gaming Act 1999

Your Guide to CATEGORY 4 Promotional Games

Queensland Office of
Gaming Regulation

The *Charitable and Non-Profit Gaming Act 1999* provides for category 4 games otherwise called promotional games.

What is a Game?

A "**game**" is a game, scheme or arrangement offering prizes, whether or not tickets are sold or distributed, in which the winners are decided:

(a) entirely or partly by chance; or

(b) by a competition or other activity having an outcome depending on chance, for example, a guessing competition.

Entry into a promotional game MUST BE FREE.

What is a Promotional Game?

A promotional game is a game conducted to promote goods or services.

Who Can Conduct a Promotional Game?

Any person may conduct a promotional game.

Do I Need a Licence or Permit to Conduct a Promotional Game?

No.

Length of Time for Conducting a Promotional Game

A promotional game must be drawn on the day, within one year of the day it starts, stated in the terms and conditions for the game.

Prohibited Prizes

Prohibited prizes in a promotional game are:

- a tobacco product;
- surgery;
- a weapon or ammunition;
- any other item the sale or acquisition of which is restricted by legislation of the State or Commonwealth;
- a ticket or other chance in a game that is not approved under a gaming act.

Participation by Minors

A person involved in the conduct of a promotional game must not accept an entry form for the game from a minor if a prize for the game includes alcohol or a gaming product.

"**Gaming product**" means—

(a) a voucher or other acknowledgement for playing—

(i) a game under the *Casino Control Act 1982* or

(ii) a gaming machine under the *Gaming Machine Act 1991* or

(iii) an approved keno game under the *Keno*

(b) a ticket in a game of lucky envelopes or a promotional game that is scratched to reveal numbers, letters or symbols that may entitle the player of the game to a prize or

(c) a lottery ticket under the *Lotteries Act 1997* or

(d) a ticket or other acknowledgement for a bet under the *Wagering Act 1998.*

Advertisements

An advertisement for a promotional game must include details of the cost a person incurs in telephoning the person's entry in the promotional game.

Entering

Entry to a promotional game must be **free**.

If entry to the promotional game involves:

- sending an entry form or other document stated in the conditions of entry for the game, the cost of sending the entry must not be more than the price of a standard local postage stamp; or
- telephoning a stated number, the cost of telephoning must not be more than 55 cents.

A person conducting a promotional game must not, directly or indirectly, receive all or part of an amount that has been contributed towards the cost of entry.

Also, the cost charged by a telephone service provider for the telephone service to the person conducting the promotional game must not be more than the prevailing rate for the service.

If a player is required to buy goods or services to be eligible to enter the promotional game, the costs of buying the goods or services must not be more than the prevailing market value of the goods or services.

The terms and conditions of the promotional game must be readily available to all players and complied with.

The terms and conditions must include the following information for the promotional game:

- the name of the person conducting it;
- eligibility requirements for players;
- a description and the retail value of each of the prizes;
- the closing and drawing dates;
- the order in which prizes will be drawn (if not drawn in descending order of value)
- how prize winners will be notified;
- whether results will be published and, if so, the way in which they will be published;

- whether the prize will jackpot or be redrawn if the winning player is not present;
- whether the game involves a round in which players are eliminated.

Instant Result Tickets

Instant result tickets must be made in a way that ensures the contents of the playing panel can not be seen other than by:

- breaking a secure tab; or
- scratching the playing panel; or
- a clearly pre-designated way of disclosing the contents of the playing panel.

"**Instant result ticket**" means a ticket that, by way of scratching or doing something else to it, the player immediately knows if the player has won a prize.

Drawing

Subject to any test of a player's knowledge, skills or judgment required to enter the promotional game, each player must have a fair and equal chance of winning the major prize in the game when the game is drawn.

If more than one prize is being offered in a promotional game, the major prize must be drawn first and the other prizes then drawn in descending order of number and value.

However, the above does not apply if an alternate order of drawing is notified at the time entries in the game are issued.

A promotional game must be drawn on the day, within one year of the day it starts, stated in the terms and conditions for the game.

Elimination of Players

If a promotional game allows for the elimination of players, the terms and conditions of the promotional game may allow for only one round of elimination.

Delivery of Prizes

For a promotional game the person conducting the game must deliver the prizes to the winners of the game within one month after winners are decided.

The above does not apply if:

- the prize winner agrees in writing that the prize may be delivered more than one month after the winners are decided; or
- after making all reasonable efforts, the person conducting the promotional game can not locate the prize winner.

Substitution of Prizes

Another prize may be substituted for a prize offered for a promotional game only if:

- the person conducting the game and the prize winner have agreed, in writing, to the substituted prize being substituted for the original prize; and
- the substituted prize is similar to and of the same or greater value than the original prize;

Locating Prize Winners

A person conducting a promotional game must make every reasonable effort to:

- locate the prize winners for the game; and
- deliver the prizes to the winners.

Period for Which Unclaimed Prizes to be Kept

Prizes in a promotional game must be kept for three months from the day the prize winner is decided.

However, this does not apply if the conditions of entry for the game provide for the re-drawing of winners for unclaimed prizes or the jackpotting of unclaimed prizes.

If a prize in a promotional game is not claimed within three months from the day the prize winner is decided, the person conducting the game must draw another winner for the prize.

Retention of Records

General gaming records shall be kept for a period of 5 years unless a shorter period is approved by the chief executive.

Bingo as a Promotional Game

A promotional game that is bingo, may be conducted only:

- in a newspaper or magazine; or
- at premises for which a bingo centre licence is in force; or
- by an eligible association, during a bingo session, at premises other than premises that are, or part of which are licensed under the *Liquor Act 1992*.

Penalties

The Charitable and Non-Profit Gaming Act 1999 prescribes heavy penalties for associations/individuals who fail to comply with the various provisions designed to ensure that the integrity of charitable gaming is maintained.

Want to Know More

Please contact QOGR's client service area on **(07) 3872 0999** or Toll Free on **1800 064 848** (outside Brisbane) or by mail to **Queensland Office of Gaming Regulation, Locked Bag 180, City East Qld 4002**.

This guide has been prepared to provide associations/individuals conducting games with basic information regarding the conduct of those games.

Associations/individuals conducting games should familiarise themselves with the provisions of the *Charitable and Non-Profit Gaming Act 1999* together with the *Charitable and Non-Profit Gaming Regulation 1999* and the *Charitable and Non-Profit Gaming Rules 1999.*

Copies of the legislation are available from **Goprint Bookshops at 371 Vulture Street, Woolloongabba Qld 4102** and **135-147 George Street Brisbane Qld 4000** or by telephoning **(07) 3246 3399**.

A Queensland Office of Gaming Regulation publication

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Queensland Office of
Gaming Regulation

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